Elevating the Customer Experience in the Mobile World
Mobile Devices Are an Ever-Present Feature of Our Daily Lives

Tablets, phones, watches—we rely on them and the applications and services that they deliver. In this new application economy, these devices have changed the way we live, work and play.

Built specifically for mobile devices, these apps have emerged as revenue powerhouses. With over 2.3 billion smartphone users worldwide, global mobile app revenues are predicted to grow to $80.6 billion by 2020.¹

Applications are also reshaping the way the enterprise connects with its employees, partners—and, most importantly—customers. Mobile applications are now the primary way that prospects and customers experience your brand, so it’s imperative that they work flawlessly.

Apple set an all-time, two-week record by selling more than $1.1 billion worth of apps and in-app purchases from December 21, 2015 to January 3, 2016.²

End-User Experience: The Key to Success.

According to a recent Zogby Analytics survey, more than 80 percent of consumers say that they would be very likely to use an app to renew a driver’s license, renew a passport, manage their health care and even vote.

Clearly, applications represent an enormous opportunity. But the challenge is immense. With millions of apps available, how do you even get yours discovered? And then, how do you deliver an application that satisfies the rising demands that consumers have for feel and functionality?

Today’s tech savvy customers are no longer wooed by a single product, service or even brand. Instead, they’re loyal to a complete experience, and a company’s app plays a key role in creating that overall brand feel. They have little patience, and 40 percent of end users will abandon your app if it takes more than three seconds to load.

To succeed and realize the full value of your mobile applications, you need to find ways to ensure an engaging user experience for all of your apps, at all times.

“95 percent of organizations believe they could improve the way they measure the customer experience.”

—Vanson Bourne survey of 200 enterprise organizations, July 2016

3Software - The New Battleground for Brand Loyalty, CA Technologies and Zogby Analytics, 2015.
What Creates a Compelling Experience for the Mobile User?

To truly understand a solid end-user experience, you need to step into the shoes of the person that’s relying on the app. Here are two quick examples—one from a consumer point of view, the other from an enterprise user’s standpoint.

**THE CONSUMER END USER**
“I tried to add a book to my cart that I really wanted to start reading this weekend, but then the app just crashed.”

**THE ENTERPRISE END USER**
“I need to provision services to my clients using this app, but it keeps showing the loading spinner.”

**Functionality must-haves**
While the aesthetics of your app are no doubt important, these two examples hint at the real heart of an engaging user experience: flawless functionality.

You need to begin by asking questions around these functionality basics:

- Does the app **perform** as expected? Your user will abandon the application quickly if it doesn’t measure up.
- How fast is the **transaction response time**? Calls to back-end systems must be executed as quickly as possible.
- Can you respond to and resolve **crashes and issues** quickly? While all apps fail, not all organizations can locate and fix issues fast enough to mitigate against a negative end-user experience.
- What’s the **overall health** of the app? The companies that can continually improve their applications, release after release, will better fulfill their brand promise and win over new customers.
Bringing DevOps to Mobile

How can you build this rock-solid functionality into your mobile applications? DevOps may hold the key.

While this methodology has gained a foothold in the application development world, it can go unconsidered in the context of mobile apps. However, in this increasingly popular environment, the principles that power DevOps can help you:

- **Remove development constraints**
- **Reduce wasted effort**
- **Speed your time to market**

But perhaps the greatest boon DevOps can bring to the table is that development and operations teams can have a shared view into the app’s overall health and usability. By applying the DevOps philosophy to your mobile app development process, the entire team responsible for the app can closely monitor app performance from the device itself to backend systems, gain code-level visibility into app crashes and spot app issues whether they’re caused by the app design, code or infrastructure. This shared view reduces finger-pointing and boosts collaboration to help create the incredible end-user experience that consumers and employees now demand.

With over **five million mobile apps available**, companies face **intense competition** in the race to win over new customers and create loyal brand champions.
Because DevOps is an intensively collaborative approach, it’s important that you can gather and share data with every member of the team—from business analysts to app developers to customer support colleagues.

By leveraging a solution built specifically to improve digital experience, you can add value to each step in the DevOps path. This shared data will help your line-of-business leaders, as well as your IT teams, in order to:

- Accelerate delivery
- Improve support
- Increase the focus on the end-user experience

The important thing to emphasize here is that mobile app analytics produce “continuous delivery.” This is a constant cycling of information that helps developers, operations and the business improve your applications with every release.

**THE RESULT:** you’re more competitive in the application economy—not just today, but tomorrow and for the lifecycle of your application.

**Analytics at every stage of the Mobile App Lifecycle**
As you apply DevOps—and more specifically, a solution for improving your customers’ digital experience—to your development process, look for solutions that provide a wide array of metrics. You’ll want to capture as much data as possible to share across the development team and product management leadership.

That said, the **TOP THREE AREAS OF FOCUS** for your mobile app analytics should be:

1. **Crashes**
   
   With a digital experience tool that includes mobile app analytics, you can analyze errors and network behavior to quickly identify and address the root cause.

2. **User experience and usage**
   
   Your applications can tell you a lot about your customer and their behavior. Analytics can provide insight into end-user engagement levels, activity and retention—data that is critical to designing marketing campaigns to drive new business.

3. **Performance**
   
   Visibility into all of your applications’ performance is the most important element in creating a heightened end-user experience. You need to carefully monitor data points, such as memory, frame rate and network uptime, in order to create a culture of continuous improvement.

**You’ll also want to consider your deployment needs** and examine SaaS or on-premises implementation options. Depending on your budget and organization’s size, you can blend these analytic and deployment options and find the blend that best helps you quickly roll out apps that provide an engaging experience with robust functionality.
When it comes to providing the best mobile app experience, data is important, but insights are key.

CA Digital Experience Insights, a SaaS-based digital experience monitoring and analytics solution, integrates customer experience, application performance and infrastructure monitoring so teams can optimize digital experiences. Unlike traditional APM and infrastructure monitoring tools, it offers cross-tier correlated insights and guided problem resolution, with 86 percent of surveyed customers improving their digital experience by 50 to 70 percent or more.

Let’s see how customer experience analytics, application performance management and infrastructure monitoring complement one another.
With customer experience analytics in place, you can quickly identify if crashes and errors or substandard performance is impacting the user experience.

When you combine customer experience analytics with APM and infrastructure monitoring in a single solution, you gain even more insight into performance of Web, mobile and wearable apps. This allows you to see key transactions from the mobile device all the way to backend systems, including cloud and mainframe.

This deep insight not only benefits developers and operations staff but also the line-of-business executive.

Let’s explore some of these benefits by looking closer at your CIO and CMO.
CA Digital Experience Insights: **CIO Focus**

**Your CIO lives in a new world.** Before, you relied on their team to keep things running smoothly and support line-of-business leaders. While the role was important, it was primarily for support.

Today, your CIO and the IT organization that they lead is front and center. They are facing increasing pressure to develop, deploy and support mobile applications that form the foundation of your digital business.

CA Digital Experience Insights bring an array of benefits to your CIO and the IT team:

- End-to-end transaction visibility (“tag and follow”)
- Metrics insight throughout the lifecycle to help support continuous delivery
- Extensive insight into performance, usage and crashes
CA Digital Experience Insights: CMO Focus

Your CMO is no less affected by the explosion of mobile devices and applications.

The data produced by consumers using mobile apps is a marketing goldmine—if it can be captured, analyzed and leveraged. A digital experience insights solution should provide your marketing leaders with a host of benefits:

- Opportunities to develop innovative campaigns
- Geographic and demographic information
- Conversion and consumer behavior information
Elevating the Mobile Experience

CA Digital Experience Insights can play a vital role in your DevOps strategy that can help your company create a superior end-user experience.

Most importantly, it can give your CIO and the IT organization a new set of tools to accelerate delivery, improve support and maximize the value of your mobile apps—three essential pieces of a winning digital business strategy.

Learn more about how to deliver great digital experiences

Start your free 30-day trial of CA Digital Experience Insights

CA Technologies (NASDAQ: CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business, in every industry. From planning to development to management and security, CA is working with companies worldwide to change the way we live, transact and communicate—across mobile, private and public cloud, distributed and mainframe environments. Learn more at ca.com.